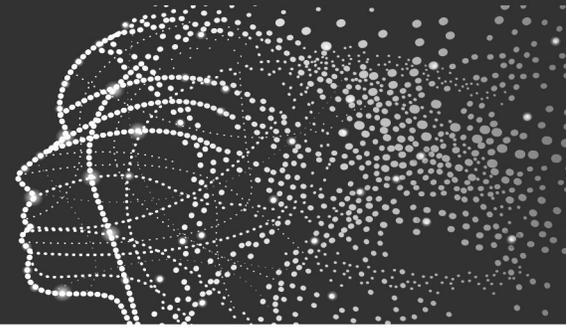


# Science-based training methodology ensures adoption of new technology and business processes



Some training vendors promise, "We'll show them exactly what to do, and the best, most efficient way to do it."

Here's the problem with relying on that approach: **Just because people know how to do something doesn't mean they will do it.**

The effectiveness of training depends on:

- conversion of knowledge to belief
- transformation of capability into skill and confidence

## Low Adoption = High Cost/High Risk

Mediocre adoption rates aren't due to poorly-designed software OR lazy users: mediocre adoption rates are the result of how new skills are trained.

We know that adoption is the full and correct incorporation of new skills into daily work activities, and we can all agree that the higher the adoption rates, the better the business result. What's more, we know that high initial adoption improves over time, while low initial adoption worsens over time.

**However, companies seldom consider the opportunity costs of ineffective training:** Falling behind your competition, diverting talent and work efforts to repairs, delay of the next initiative, and cost of retraining.

High adoption rates can be achieved by both implementing the proper methodology and maintaining a clear focus on behavioral change. When it comes to training, no other objective can be met unless you gain high adoption.

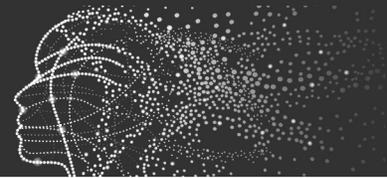
"Organizations displaying no or poor user adoption planning achieved only 35% ROI from a project, while companies demonstrating excellent user adoption planning enjoyed an ROI of 143%."

– McKinsey

"Our research shows that the under-trained user consumes two to six times the amount of technical support (including peer support) than an adequately trained user."

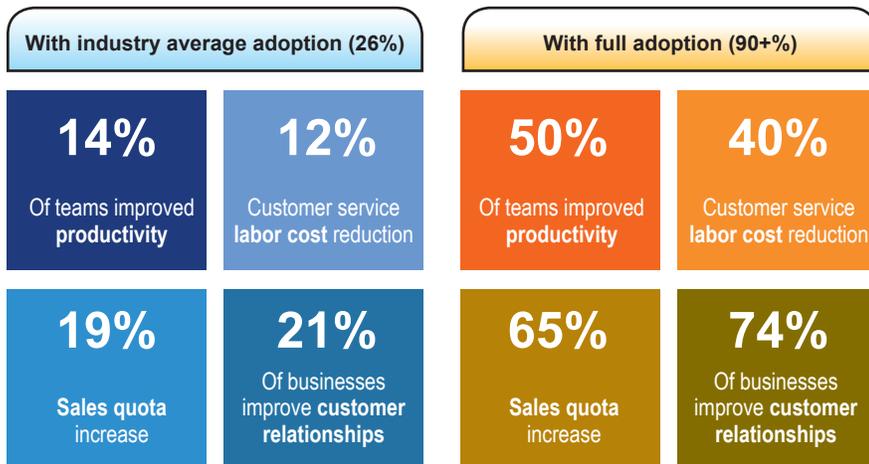
– The Gartner Group





Are you experiencing any of these **top four indicators of low adoption**?

- Declining Worker Productivity
- Little to No Change in Employee Behaviors
- Declining Employee Satisfaction and Retention
- Ongoing or Escalating Support Needs that Aren't Being Met



**Adoption is not the end goal; it's the beginning.** Once achieved, it forges an improved team – a capable, committed population with larger possibilities in its future. New methods fully adopted are the best foundation for further improvement.

### How do you know if users have fully adopted the new skill?

- They'll soon surpass mere capability. Embracing the new way of working is absolutely necessary for the development of skills, and eventually expertise.
- They'll actually use their tools as part of their new approach to their jobs
- They'll have both new skills and *new beliefs*

### Change What People *Do* -- Not Just What they *Know*

Training is more than changing what people know; it's changing what they do. **Effective training methodology is rooted in human psychology** and is the key to behavioral change. From start to finish, integrate these key strategies into your development process to achieve high adoption.

#### Design

Most training industry organizations prescribe the wrong methodology. And in-house training departments typically follow these industry standards, which do not distinguish adequately between information transfer and skill acquisition. Yet this distinction is the starting point of good design.



## Design (continued)

Your design should focus on changing behaviors. There may be forty things you need your people to do, but carve it down to a handful of impactful objectives that will achieve adoption. This helps you focus on what matters, and helps create an upfront design that achieves your goals, based on how you measure success.

Utilize a robust discovery and knowledge transfer process with your stakeholders to ensure you understand the business objectives, and set the foundation for designing immersive learning situations. **Consider modern learning techniques to engage your audience and enhance the training.**

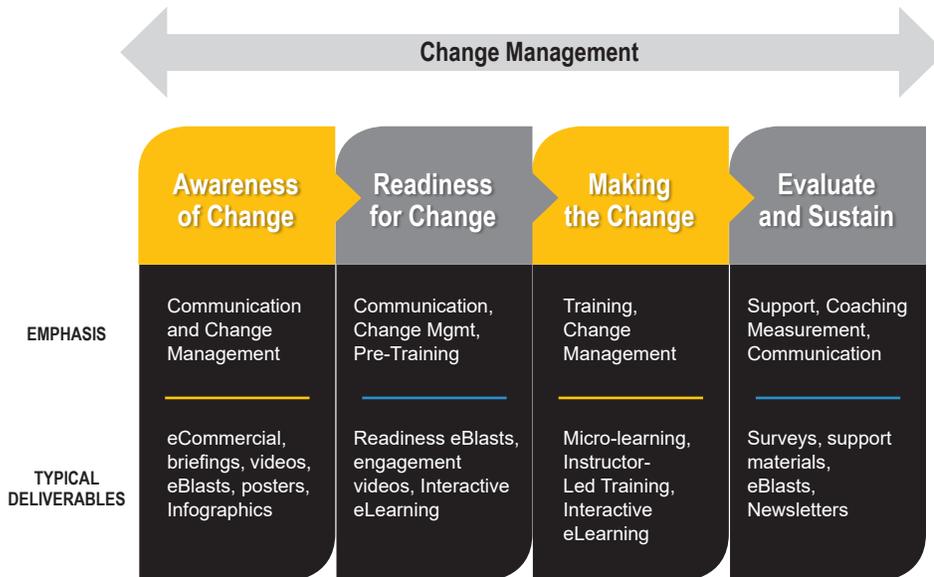
**When the training is good but design is flawed, learners walk away happy, but ill-equipped.** That's why having a clear design and development methodology allows you to drive to transitional situations faster in training. Transitional situations are a key learning technique that builds tension during an exercise; as learners practice their skills, they see how changing their behavior pays off in various ways, such as faster completion of tasks, greater accuracy, etc. This technique functions to remove skepticism through personal experience.

## Communication is Key to Change Management

End users need to be aware of what's coming in their organizations prior to training. Without addressing their preconceptions, expectations, and attitudes, you are sacrificing a key piece of training effectiveness: buy-in.

**Adequately informing and preparing front-line managers so they can support and lead change is essential to end-user buy-in.**

45% of adults "tune out" if content isn't relevant to them or their experience.





## Story-Based Training Forms Patterns in the Brain

Retention outcomes are improved when skills are augmented by the additional element of meaning. That's why we recommend designing your training around relevant stories. Begin each story with a plausible problem or challenge that might occur on the job. In the course of the hands-on exercise, the problem is resolved by a new behavior. **This experiential way of learning new patterns cements circuitry in the user's brain so that the behaviors are easily recalled in similar situations on the job.** Furthermore, the exercise outcome contains a win that has both business and personal impact. This realistic tension-action-resolution loop leads to the best possible retention.

## Emulation Leads to Skill Acquisition

Whenever a trainee acquires a new pattern, it is because that trainee has performed it and repeated it, either inside or outside the classroom. That's why good trainers guide students carefully step-by-step through scenario-based exercises. During this content-mirrored instructional approach, students emulate the behavior they are expected to learn, and *emulation is the most successful way of acquiring new skills.*

**Attendees can't perform their new behaviors in the field unless we can ensure that they are performed successfully in the classroom.**

## Train for Measurable Results

Your goal is full adoption, which means the entire trained population has chosen to embrace the new methods as their own. Companies measure this objective in many ways. The way we measure is contingent upon your key business objectives. The following means have proven effective in measuring adoption:

- Level 1 - 4 Evaluations
- Help Desk Ticket Analysis
- Frontline Manager Coaching Reports
- System Analytics and Flags
- Learning Management System (LMS) Analytics
- CMS Analytics

## Contact Us

To learn how we can partner with your team, reach out today: [info@eagleproductivity.com](mailto:info@eagleproductivity.com) or contact:

North America: Dawne Fitzgerald, VP, Business Development:  
[dfitzgerald@eagleproductivity.com](mailto:d Fitzgerald@eagleproductivity.com)

Europe: Dominic Durose, Account Manager, EU  
[ddurose@eagleproductivity.com](mailto:ddurose@eagleproductivity.com)

Messages delivered through stories can be up to 22X more memorable than facts.

A 1% increase in productivity yields more than **10 times** the **business impact** of a 1% reduction in training costs... while research consistently shows that training is a major factor in improving productivity.

– Accenture



800.456.3337 (United States)  
+34 697 33 48 52 (SPAIN)



[WWW.EAGLEPRODUCTIVITY.COM](http://WWW.EAGLEPRODUCTIVITY.COM)



[LINKEDIN.COM/COMPANY/55106](https://LINKEDIN.COM/COMPANY/55106)



[HTTPS://TWITTER.COM/EAGLETRAINS](https://TWITTER.COM/EAGLETRAINS)

